

# It's COTTON WEEK at Smallman's

## THE EVENT YOU'VE BEEN WAITING FOR! COMMENCING — TUESDAY, MAY 3rd

### Featuring THE NATIONALLY FAMOUS Tropicana



Each Spring, women across Canada eagerly await the arrival of these popular style line cottons. Fine washable quality fabric—smarter, gayer and better groomed than ever before—featuring the 1949 style lines of New York. Sizes 12 to 20, 38 to 44, 16½ to 24½.

# 4.98

The dresses that bloom in the spring are

Bright, bright cottons, that send you to lunch-

eon . . . to shop . . . to care for the kiddies

in spanking freshness. They're blithe fashions

that take you coolly through blistering sum-

mer days, that keep you poised and fresh

looking from morn till midnight.

- \* MANY, MANY STYLES
- \* COLOR FAST
- \* WASHABLE
- \* WELL DETAILED
- \* PRINTS, PLAIDS, STRIPES, DOTS, GEOMETRIC and PLAIN PATTERNS
- \* SIZES 11 to 19, 12 to 20, 38 to 44, 16½ to 24½



House Dresses . . . . . 2.50 to 4.95

Cotton Afternoons . . . . . 4.98 to 8.95

Better Grade Cottons . . . . . 9.95 to 15.95

UPPER FLOOR — MAIN STORE

### Barbara Joyce

### House Dresses

### Sun Dresses

### Gotham Girl

### Colleen Classic

### Colleen Bawn

### Sunnivale



Basically slim casuals with accents of trim and detail which make them right for most daytime occasions. All of good quality cottons featuring style and workmanship. Sizes 11 to 17 and 12 to 20.

**8.95 to 13.95**

Flower fresh cotton house dresses including the popular Martha Washingtons. A great variety of styles including zipper fronts and full skirts. Sizes 12 to 20 and 38 to 48.

**2.50 to 4.95**

Printed cotton sun frocks in the new 1949 creations. Full skirted garments with the elastic shoulders and waists. Gay designs in gay colors. Sizes 12 to 20.

**3.95**

Outstanding value in material, style and workmanship! An attractive wearable style with padded shoulders. Fitted waists and full skirts. Sizes 12 to 20.

**10.95 to 13.95**

Tooled fabric garments that are definitely washable (no need to dry-clean). Three popular styles—tailored collar, button down front; round neck, button shoulders and side; "U" neck, flair skirt and self tie belt. Sizes 12 to 20.

**10.95**

Beautifully designed to flatter and fit—that's this fashion-first. For behind the seams is a tale of fine tailoring . . . expert cutting . . . careful stitching . . . quality craftsmanship . . . little "extras" that make for lasting good looks. Sizes 34 to 44.

**7.95**

Hampton's famous print dresses—clean-cut, well tailored, all-purpose classics in flower-fresh color combinations for spring. Sizes 11 to 17; 12 to 20; 16½ to 24½; 38 to 44.

**6.95**